

MORSELIFE'S FOUNDATION TEAM is

Worth Knowing



Irv Geffen, Carolyn Rose, Ethan Kernkraut and Tami Lesser

MorseLife Health System is the premier provider of healthcare and housing services for more than 3,600 seniors in Palm Beach County. The MorseLife Foundation supports the charitable work of the MorseLife Health System, making it possible to provide vital services and enhance the lives of all seniors in MorseLife's care.

HOW DOES THE MORSELIFE FOUNDATION SUPPORT THE PROGRAMS AND SERVICES THAT MORSELIFE HEALTH SYSTEM PROVIDES?

Irv Geffen, Senior Vice President

Touring our campus is the best way to learn about MorseLife and the critical work we do to help seniors who live on campus and in Palm Beach County. I hope anyone interested in learning more will contact us to schedule a safe tour.

One of the most enriching ways to support our outreach is through the MorseLife Annual Giving Society (AGS). Members are loyal supporters who give annually to help us provide more than \$10 million of free or subsidized healthcare services through Kosher Meals on Wheels, the NOW for Holocaust Survivors Initiative, life enhancement programs, Hospice and Palliative Care. MorseLife provides unrestricted, tribute and designated giving as part of our Annual Giving Society.

We also offer a multitude of naming opportunities. For example, to address the unique needs of Parkinson's patients, we recently received a generous gift to establish the Chair of Parkinson's Therapy at MorseLife.

MorseLife will be building a 10,000-square-foot Hospice on our campus. We are a teaching Hospice and one of the few Jewish Hospices, currently providing end-of-life and Palliative services in private homes. Although based on the principles of Judaism, we care for people of all faiths.

One of the many things that are unique to our Hospice is our Rest Assured program. This program assures that no patient will die alone. A Certified Nurse is assigned to each patient when a family member can't be there so they have someone with them 24 hours a day.

We are especially proud of our ability to help donors plan the most efficient and effective ways to give. We are pleased to work with them and their professional advisors to achieve their charitable, financial and personal goals.

WHAT IS THE "COVID-19 EMERGENCY RELIEF FUND" CAMPAIGN AND WHAT NEW CAMPAIGNS THAT SUPPORT THE FOUNDATION ARE ON THE HORIZON?

Carolyn Rose, Vice President

The COVID-19 Pandemic and the safety precautions it requires for our most frail populations have had a significant impact on MorseLife. We are spending nearly \$400,000 per month on COVID-19 expenses, that's almost \$5 million in unanticipated expenses to date this year. We project up to

\$10 million in total losses over the next two years due to the pandemic. MorseLife continues to need the support of our community.

We are preparing to launch a Legacy Initiative for the MorseLife Health System. A simple bequest in a will helps ensure the future of the organization and does not cost any money today!

CAN YOU TELL US ABOUT THE "NOW FOR HOLOCAUST SURVIVORS" CAMPAIGN AND WHY IT WAS CREATED?

Tami R. Lesser, Vice President

Just over a year ago, MorseLife learned that there were countless Holocaust Survivors living in poverty in Palm Beach County. MorseLife's leadership has committed to care for every Survivor in need without charge. This program covers food, homeware, medical management, transportation, housing and other needed services. There are a number of initiatives in place, to identify indigent survivors that have been too proud to ask for help.

WHY SHOULD PEOPLE CONSIDER MAKING A GIFT TO THE MORSELIFE FOUNDATION?

Ethan Kernkraut, Director of Corporate & Foundation Relations

MorseLife is a beacon of hope for so many in our community. We have a 37-year track record of raising significant funding to improve the lives of seniors in need. Stewarding those dollars in a fiscally prudent manner and adhering to high ethical standards has always been at the forefront of what MorseLife stands for.

For more information about the Annual Giving Society or MorseLife programming and services call 561.462.8450 or visit morselifefoundation.org.

WILL YOU BE HOSTING EVENTS FOR THE 2020-2021 SEASON?

Joan Bever, Vice President of Events

Our first in person event will be the Golf Classic on December 7th to be held at the Breakers Ocean Course. While we have had to pivot on how we host our gatherings due to COVID-19, we know that it is more important than ever to come together as a community and engage with those who are important to us. That may mean that some of our events will be hosted online, including our highly-anticipated Literary Society Series. We will keep our supporters updated on our events as we move forward into the season.

For more information email events@morselife.org or call 561.242.4661.

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Joan Bever